Marketing Program of Study

	9	9	10	11	12	12	13	13	14	14
Subject	Semester 1	Semester 2			Semester 1	Semester 2	Semester 1	Semester 2	Semester 1	Semester 2
English/	English I 1 unit		English II 1 unit	English III 1 unit	English IV-1 unit		English Comp. I	English Comp. II		
Language Arts					Speech5 unit		3 credits	3 credits		
Math	Algebra I/ Geometry/Algebra II 1 unit		Geometry/ Algebra II/ Trigonometry/ Pre-Calculus/ Statistics 1 unit	Algebra II/ Trigonometry/ Pre-Calculus/ Statistics/ Calculus 1 unit	Trigonometry/ Pre-Calculus/ Statistics/Calculus 1 unit		Business Calculus 3 credits	Business Statistics 3 credits		
Science	Biology 1 unit		Chemistry 1 unit	Earth/Physical Science 1 unit						
Social Studies	Sociology .5 unit	Psychology .5 unit	World History/ Geography 1 unit	U.S. History 1 unit		Government .5 unit				
Foreign Language				Foreign Language I 1 unit	Foreign Language II 1 unit					
Fine Arts					Fine Arts 1 unit					
P.E./ Health	P.E./Health 1 unit		P.E./Health 1 unit							
Career Courses	Leadership .5 unit	Personal Finance .5 unit	Business and Marketing Essentials 1 unit	Marketing Principles 1 unit	Marketing A		Adv. Computer Applications for Business 3 credits	Business Law and Ethics 3 credits	Integrated Marketing Communications 3 credits	Consumer Behavior 3 credits
			Summer Internship (Between grades 10 and 11)	Summer Internship (Between grades 11 and 12)			Principles of Accounting I 3 credits	Principles of Accounting II 3 credits	Marketing Research 3 credits	Digital Marketing 3 credits
								Marketing Internship 3 credits	Principles of Management 3 credits	Marketing Management 3 credits
	College Credit Students who successfully complete the high-school portion of this program of study should be given postsecondary credit for their efforts. Credit should be awarded for the following postsecondary courses: Introduction to Business, Principles of Macroeconomics, Principles of Microeconomics, Principles of Marketing, and Principles of Selling.								Introduction to Entrepreneurship 3 credits	Organizational Behavior 3 credits
	MBAResearch Marketing Program of Study Resource Kit Copyright ©2009, by Marketing Education Resource Center®						-		Marketing Internship 3 credits	Marketing Internship 3 credits